

CITY OF LAS VEGAS OFFICE OF BUSINESS DEVELOPMENT THE URBAN RENAISSANCE NEWSLETTER



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What's Hot? Downtown Las Vegas!

MORE THAN 100 YEARS IN THE MAKING, THE CITY OF LAS VEGAS CONTINUES TO SET THE PACE AMONGST THE TOP CITIES TO LIVE, WORK AND PLAY.



World Market Center (57 acres) in downtown Las Vegas

One of the significant players in the urbanization of downtown is the World Market Center. Currently under construction on 57 acres of land in downtown Las Vegas, World Market Center is an integrated home and hospitality contract furnishings show room and exhibition center serving the United States and international markets. It is located near the Las Vegas Premium Outlets and accessible via Las Vegas' major freeways, I-15 and US-95. Phase one of the campus, a 1.3 million square foot 10-story, state-of-the-art complex, is fully leased with 230 companies. It will also house a 400,000 square foot temporary

pavilion. The tenants have moved in and the first Las Vegas Market will be held July 25-29, 2005.

Originally, the World Market Center master plan consisted of 7.5 million square feet of showrooms with elements of mixed-use such as hotels and restaurants. The mixed-use elements have since been changed to better address the growing demand of the home furnishing industry by adding more buildings designated for furniture showrooms. The eight phase plan is being developed by Jack Kashani and Shawn Samson, in conjunction with their partner, the Related Companies, L.P. Related has also been selected by the city of Las Vegas to develop the 61-acre parcel across the street from World Market Center, which will include commercial, residential, hotels and restaurants. Upon completion in 2015, World Market Center will cover 12 million square feet!

As commercial development continues, residential developers continue to pour into downtown. Evolution, Cielo Vista, H.U.E. @ Arts Central, Eighty on 4th and Opus, have their site plans approved. They're ready to be a part of the excitement that's spreading downtown!

Let's take a closer look!

Evolution – On the northeast corner of Charleston and Casino Center, this 21-story structure will contain 98 residential units and 5,300 s.f. of retail.



Cielo Vista – On the southeast corner of Veteran's Memorial Drive and Washington, Cielo Vista is a 28-story mixed-use project with 414 residential units and 22,825 s.f. commercial.



H.U.E. @ Arts Central – On the southeast corner of Casino Center and Charleston, this 38-story residential project will host 278 units.



Eighty on 4th – This mixed-use site will house an art gallery in its 40 story residential tower, holding 89 units with a detached robotic parking garage. It will be located on the southeast corner of 3rd and Colorado.



Opus – Located on the northeast corner of Sirius and Rancho, Opus will boast 50-story twin towers containing 350 units each.





Beauty Bar is the Second to Open in the Downtown Entertainment District

On May 13, 2005, Beauty Bar celebrated its grand opening amidst laughter, martinis and nail polish! Located at the forefront of downtown's Entertainment District between Las Vegas Boulevard and 6th Street, Beauty Bar – The "Original Beauty Saloon" – opened its fourth outpost. A 2,100 square-foot, free-standing space on Fremont Street, Beauty Bar Las Vegas will continue to boast the fun,



From left to right, Mayor Pro Tem Gary Reese, Councilman Lawrence Weekly, Mayor Oscar Goodman, Owner Paul Devitt cut the ribbon at the opening of Beauty Bar.

retro interior ingredients of a 1950's beauty salon. Among the authentic features, you will find oversized hair dryers and cutting chairs brought out west from the now-closed Capri Salon in Trenton, New Jersey.

The foundation of the Beauty Bar Las Vegas will be its "Nail Polish and Martini Happy Hour" from 6 until 9 p.m. Flavored martinis such as the Miss Clairol, Platinum Blonde, Blue Rinse, French Flip and the Prell combined with a finger nail beauty treatment makes the Beauty Bar a great value. Local deejays will spin everything from Lounge and Limbo to Punk and Pop.

"Where else in Las Vegas can you get a manicure and a martini?" Las Vegas Mayor Oscar B.

Goodman said. "Carrie Bradshaw, (played by Sarah Jessica Parker), Samantha Jones, (played by Kim Cattrall) and Charlotte York (played by Kristin Davis) couldn't get enough of this place, and I know the Las Vegas Beauty Bar will become a well-known hot spot in the downtown area."

The first Beauty Bar opened in the summer of 1995 in the former Thomas Beauty Salon on East 14th Street in New York, the brainchild of lounge pioneer Paul Devitt. Beauty Bar San Francisco opened in the fall of 1998 in the burgeoning Mission District. Beauty Bar Los Angeles followed in February 2000 on Cahuenga Boulevard, the heart of Hollywood.

"Beauty Bar is a perfect place to enjoy a casual cocktail with a professional manicure or celebrate a special night," Devitt said. "DJ's spin an eclectic mix of classic grooves seven nights a week."

The Office of Business Development assisted Devitt in finding a location for his bar, and directed him to the site on Fremont Street. City staff also assisted the owners through the permitting and licensing process.



Mayor Goodman chuckles as Frank Ricco, a.k.a. 'Frankie the File' prepares to buff his nails.

"Our downtown Entertainment District is really starting to take shape," said Councilman Lawrence Weekly, who represents portions of the downtown area. "Beauty Bar Las Vegas will be a welcome

addition and will help create the momentum we need in that area."

The bar has been the backdrop for a multitude of fashion, television and movie shoots, even appearing on the HBO hit series, "Sex in the City." Beauty Bar Las Vegas joins Take 1 Nightclub and Benedettos Italian Restaurant as the first two tenants to open in the Entertainment District with more on the way: The Griffin, and "Downtown".

Beauty Bar Las Vegas is situated at 517 Fremont Street in the heart of Las Vegas. For more information call (702) 598-1965.



Centennial Corner

We Did It Our Way!

The Las Vegas Centennial is a yearlong celebration that will pay tribute to the exciting people, places and events that helped shape Las Vegas history. Las Vegas Centennial events are planned through December 31, 2005.

There are still plenty of opportunities for individuals and organizations to become involved.

For more information on the Centennial celebration or how to purchase a Centennial license plate, visit the official Las Vegas Centennial Celebration Web site at www.lasvegas2005.org or call (702) 229-2005.

Advance Notice

Watch for Hennessey's and Mickey Finnz' grand opening in the Fremont Street Garage.

Hotlinks:

OBD Web site:

- www.lasvegasnevada.gov/obd

Economic Development:

- 2005 City of Las Vegas Statistical Profile
- Current Downtown Tour

Redevelopment Activity:

- RDA Plan and related documents
- Downtown Las Vegas
 - Brochures
 - Las Vegas Business Development Video
 - Community Links

Special Thanks

Mayor Oscar B. Goodman
Councilman Gary Reese (Mayor Pro Tem)
Councilman Larry Brown
Councilman Lawrence Weekly
Councilman Michael Mack
Councilman Steve Wolfson
Councilwoman Lois Tarkanian
City Manager Douglas A. Selby



Why Do Business in Las Vegas?

THE CITY OF LAS VEGAS OFFICE OF BUSINESS DEVELOPMENT (OBD) IS READY TO ASSIST CUSTOMERS IN ACCOMPLISHING THEIR BUSINESS GOALS. OUR DEVELOPMENT STAFF IS WELL VERSED IN ECONOMIC DEVELOPMENT AND REDEVELOPMENT. OUR OFFICERS ARE ON HAND TO PROVIDE CUSTOMERS WITH A VARIETY OF PROGRAMS AND SERVICES. ARE YOU THINKING OF STARTING A BUSINESS? CHECK OUT THE TIPS BELOW TO GET STARTED.

Business Plan

To get started in developing your own business, a business plan and operating budget are essential. A business plan should have goals and strategies clearly outlined. Ensure an executive summary, which gives a brief overview, is part of your plan. If you need a little help organizing your ideas, templates for business plans can be readily purchased at most of the local office supply stores. Members of the Nevada Small Business Development Center also provide one-on-one assistance. For more information, call (702) 895-4270

Zoning

Whether you're setting up a business in your home or inquiring into a potential site, "location, location, location!" is the mantra of any real estate professional. Zoning should be verified to ensure that the proposed business location is appropriately zoned for the business being considered. Other factors such as traffic patterns or easy access to your suppliers should also be considered. For home-based businesses, inquiries should be made to determine if a home occupation permit is required. Current Planning is available to assist you and can be reached at (702) 229-6301

Taxes

In most states, there can be exorbitant taxes to be paid that can deter many an entrepreneur. With the best economic growth in the U.S., the city of Las Vegas encourages enterprising businesses. With no corporate income tax, no state personal income tax nor inventory tax, starting a business in Las Vegas couldn't be easier! We invite you to register your business with the State of Nevada and the Clark County Assessor's office and be a part of our corporate team. Here's more....

Nevada Business Registration - All new businesses are required to register with the Department of Taxation. The department provides information related to state business licensing, sales tax or use tax permits, consumer's permits, or certificates of authority. They will issue the applicable permit and/or license needed to provide the clearance necessary for local business license purposes. Please call (702) 486-2300 for more information.

Assessor's Office - Nevada tax laws require all persons, firms, or businesses owning, renting, leasing or controlling business personal property to file a list of that property annually with the Assessor of the county in which the property is located. Call or visit the Assessor's Office at (702) 455-4997 or (702) 455-3882 and a declaration will be generated and mailed.

License

The licensing agency to visit in order to obtain a license depends on the location of your business. Many visitors to Las Vegas don't realize that the "Strip" is not located in Las Vegas, but unincorporated Clark County. The Las Vegas valley is really made up of several entities: the city of Las Vegas, city of Henderson, Boulder City, unincorporated Clark County and the city of North Las Vegas. A business license is required to operate a business in nearly all cities, most counties, and many other locations. A business license must be obtained first if your business is looking to procure a gaming or liquor license. If your business will be located in the city of Las Vegas, call (702) 229-6281, to determine beforehand which requirements must be met. A new business may also be required to obtain additional permits from the Health, Police, Fire or Building Departments. Inquire with the licensing agency for more information.

Once your business is up and running, a business license must be posted in a conspicuous place visible to customers as well as a sign explaining Nevada labor laws at the place of business. These signs are available upon request from the State Labor Commission. This office can be reached at (702) 486-2650.

Fictitious Name Certificate

Want to place a jazzy name on the place of your business but want to keep the original corporate name for the legal paperwork? File a fictitious name certificate. By checking with the County Clerk's office, a business can determine the availability of a desired fictitious name. The fictitious name application form must be notarized prior to submitting the original and two copies to the County Clerk's office at (702) 455-4431 for certification.

Corporations

Businesses interested in incorporating as well as non-Nevada corporations seeking permission to do business in Nevada should contact the Secretary of State's Office at (702) 486-2880.

Internal Revenue Service

No business process is complete without having to contact the Internal Revenue Service (IRS). The IRS can be contacted at 1-800-829-1040 and can direct you as to how to obtain the following information.

EIN - Every partnership or corporation must have an employer identification number (EIN) to use as its taxpayer number. Sole proprietors must also have an EIN if wages are paid to one or more employees or if excise tax returns must be filed.

W-4 - The law also requires every employee hired to complete a W-4 form so that the employer can withhold the proper amount of income tax from each paycheck. Any change in the employee's tax status requires a new form. A copy should be sent to the IRS if the employee claims more than 10 allowances or claims "exempt" status and earns more than \$200 per week.

I-9 - Every employer is required, within 72 hours of hiring a new employee, to obtain a completed, signed, witnessed and dated I-9 Form from the employee.

Employer's Insurance Company of Nevada

This is Nevada's worker's compensation program. Employer paid premiums are charged according to classification of how hazardous the job. Coverage must be obtained PRIOR to hiring employees. Questions? Please call (702) 671-7000.

Employment Security Department

This is Nevada's unemployment insurance administrator. The business is assigned an experience rating based on the amount of unemployment claims that have been filed. The Nevada Business Registration Form should be filed prior to hiring employees. The form can be obtained by calling 1-800-8970-FORM.

Whew! Once you've worked through these tips, you are well on your way to establishing a business. The checklist with the full list of locations and contacts for your particular area can be found on-line or mailed to you. If you have any questions and would like to talk to someone, please call us at (702) 229-6551 or log on to our Web site @ www.lasvegasnevada.gov/obd. Good Luck!



New Faces and Loftier Places

THE OFFICE OF BUSINESS DEVELOPMENT WELCOMES SEVERAL NEW EMPLOYEES....

With more than 25 years experience in urban development, OBD welcomes Romeo Betea as the new economic development manager. Recently of Dearborn, Michigan, Romeo holds a master's degree in Architecture with a Bachelor of Arts in Industrial Design. Romeo is tasked to expand OBD's Economic Development Division business retention and marketing efforts while lending support to the successful and rapidly expanding downtown redevelopment program.



Left to right: Romeo Betea, Adam Sumner,
David Bratcher, Richard Atkins

Relocating from West Virginia, Adam Sumner joins the OBD team as an economic development officer. Adam comes to the city from a non-profit marketing and economic development sector where he has more than four years experience as an economic development project manager. At the city of Las Vegas, Adam will be handling economic development and marketing efforts for the Office of Business Development as well as assisting with the business retention and expansion programs.

Previously of the Planning and Development Department, David Bratcher, redevelopment officer, was recently hired by the Office of Business Development to coordinate the Redevelopment Agency Fast Track Program. David brings more than seven years experience and knowledge of the land entitlement and building permit processes, city business licensing requirements and site inspection procedures, which will be used to provide assistance to all redevelopment projects within the city of Las Vegas.

OBD's newest economic development officer, Rich Atkins, recently relocated from Northern California. Rich has worked in economic and community development for more than ten years. He earned his Master of Public Administration from the University of Pittsburgh. Rich will be responsible for administering the Commercial and Entertainment Visual Improvement Programs for downtown Las Vegas.

OBD Staff

Administration

Scott Adams, Director
David Bratcher, Redevelopment Officer Expeditor
Susan Lonborg, Management Analyst
Margaret Lynn Smith, Admin. Secretary
Carla Parker, Office Specialist

Economic Development

Romeo Betea, Economic Development Manager
Jim Pegues, Sr. Economic Development Officer
Richann Johnson, Sr. Economic Development Officer
Julie Quisenberry, Sr. Economic Development Officer
Adam Sumner, Economic Development Officer
Debbie Hume, Secretary

Redevelopment

Steve van Gorp, Redevelopment Manager
Bill Arant, Redevelopment Officer
Scott Carter, Development Project Analyst
Stoney Douglas, Sr. Economic Development Officer
Scott Auyong, Sr. Economic Development Officer
Richard Atkins, Economic Development Officer
Melanie Pablo, Office Specialist



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